

Malaria Communication for Prevention, Control, and Elimination

Julie N. de Carvalho, MPH

Ricardo Echalar, MPH

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Communication...

- ✓ is a complex process through which information is exchanged
- ✓ has the goal of creating a shared understanding between sender and receiver
- ✓ requires the sender of information to listen and adapt to a changing context
- ✓ is a social science



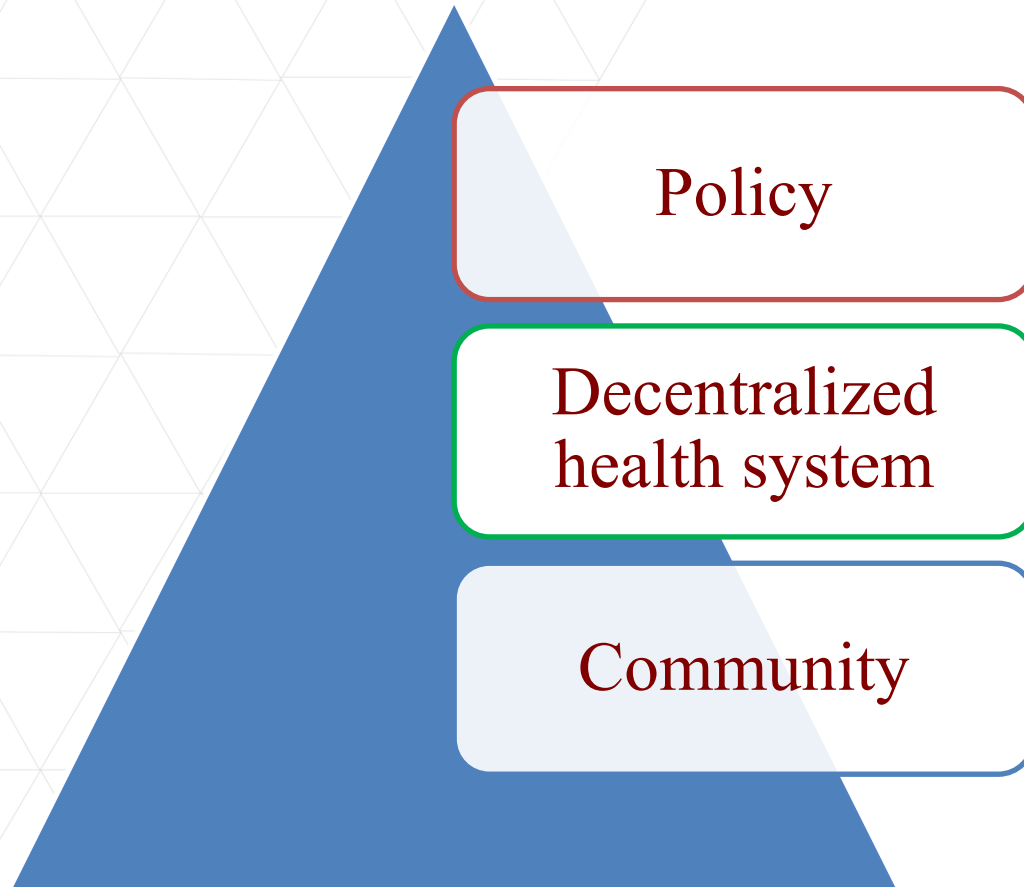
What is

Comunicación en Malaria
Comunicação em Malária
Malaria Communication

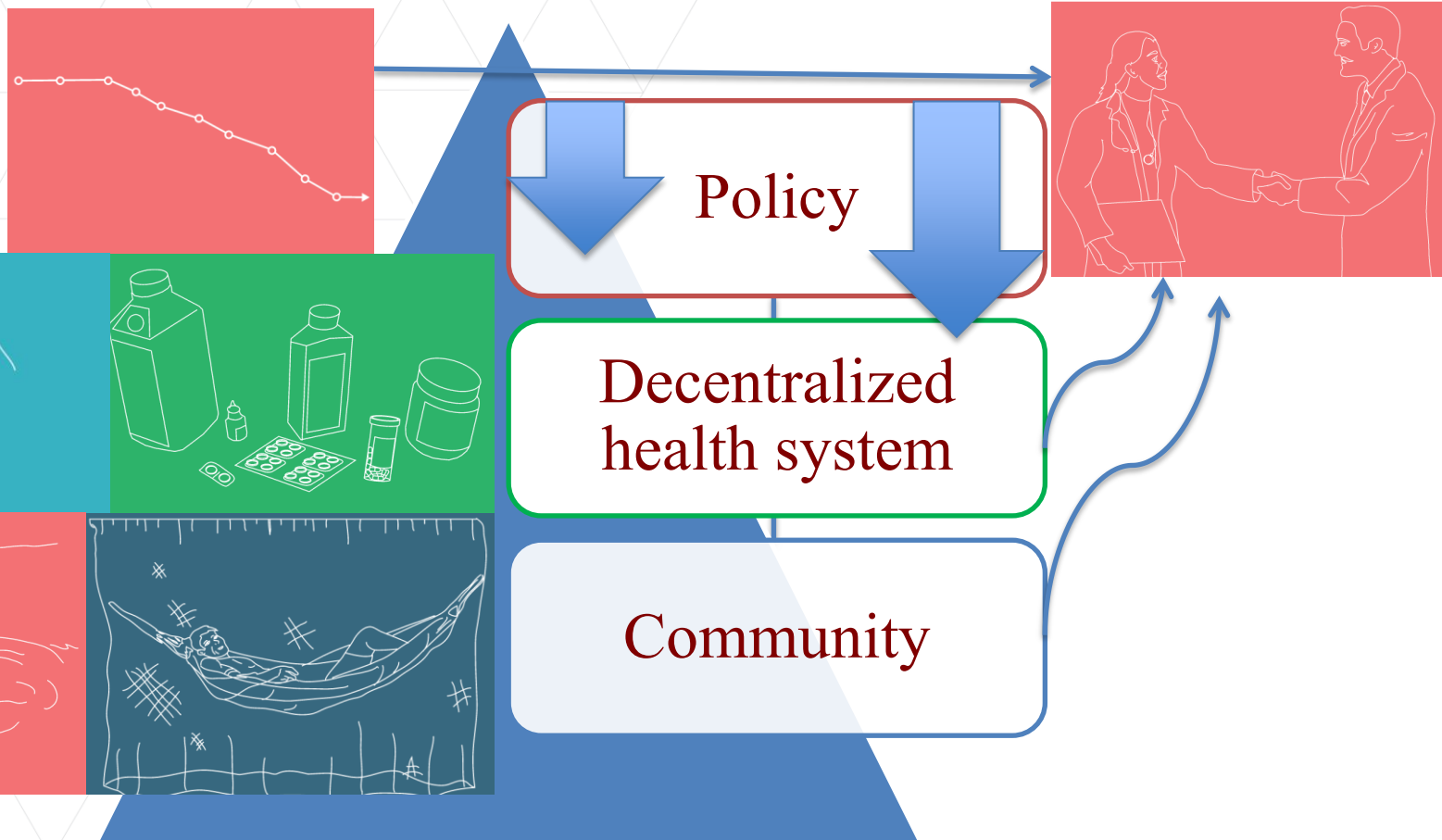
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Levels of Intervention for Malaria Communication




Levels of Intervention for Malaria Communication



Central America

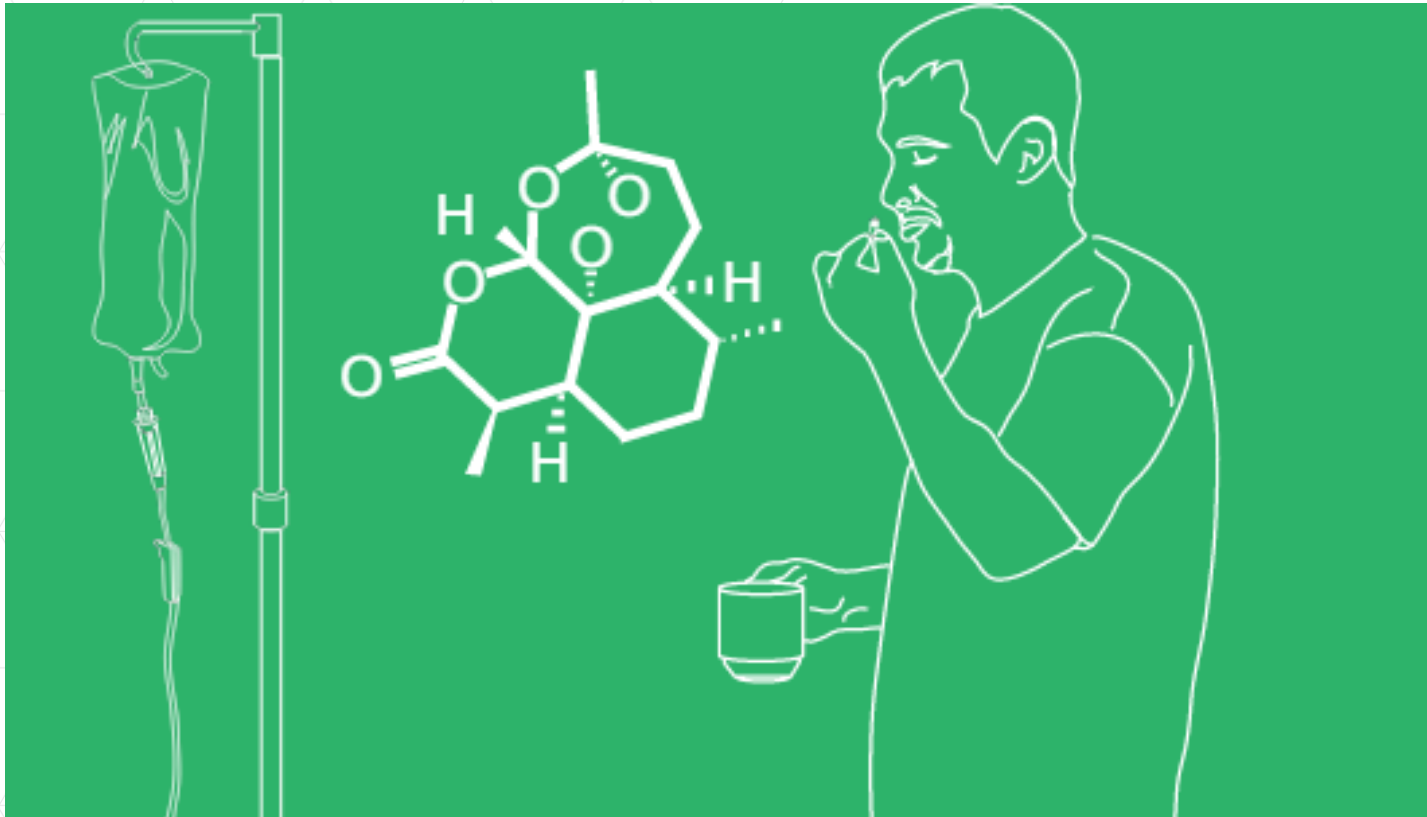
Technical Assistance



- Strategies to sustain efforts in context of  incidence
- Multi-level interventions
- Targeted implementation support for malaria communication strategies



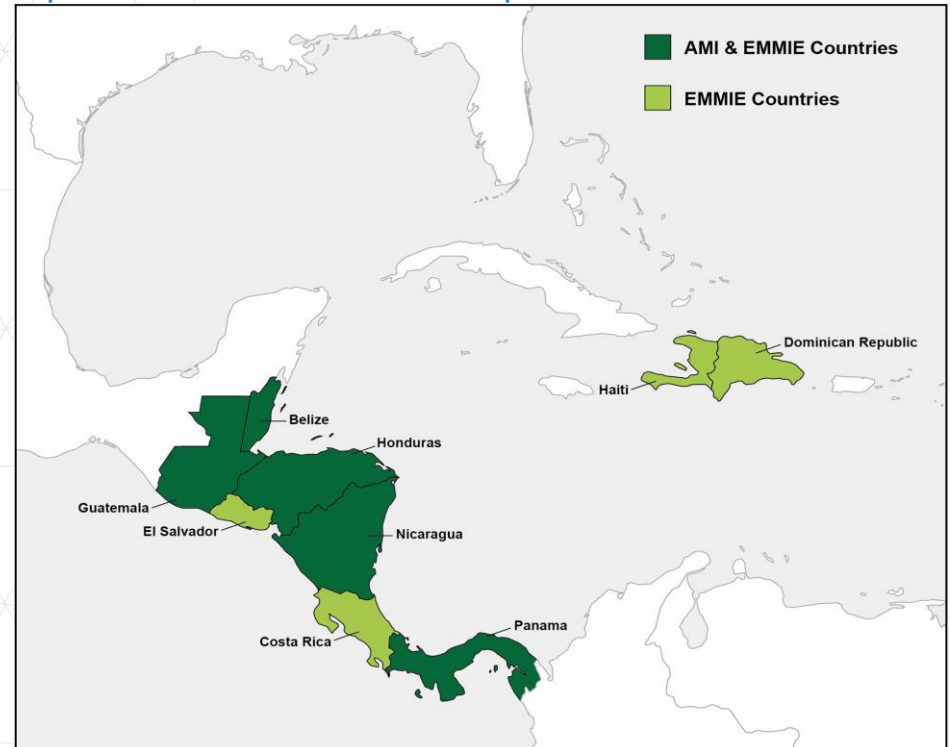
Communication Strategy for Artemisinin Resistance



Central America Communication Strategy

- How communication should be used
- Increase awareness of elimination
- How to mobilize sufficient resources for malaria elimination

Map : Central America and the island of Hispaniola



Credit: Links Media, LLC

The work does not end with zero cases!



Central America Communication Strategy: Target Audiences



Photo: PAHO/WHO



Photo: PAHO/WHO

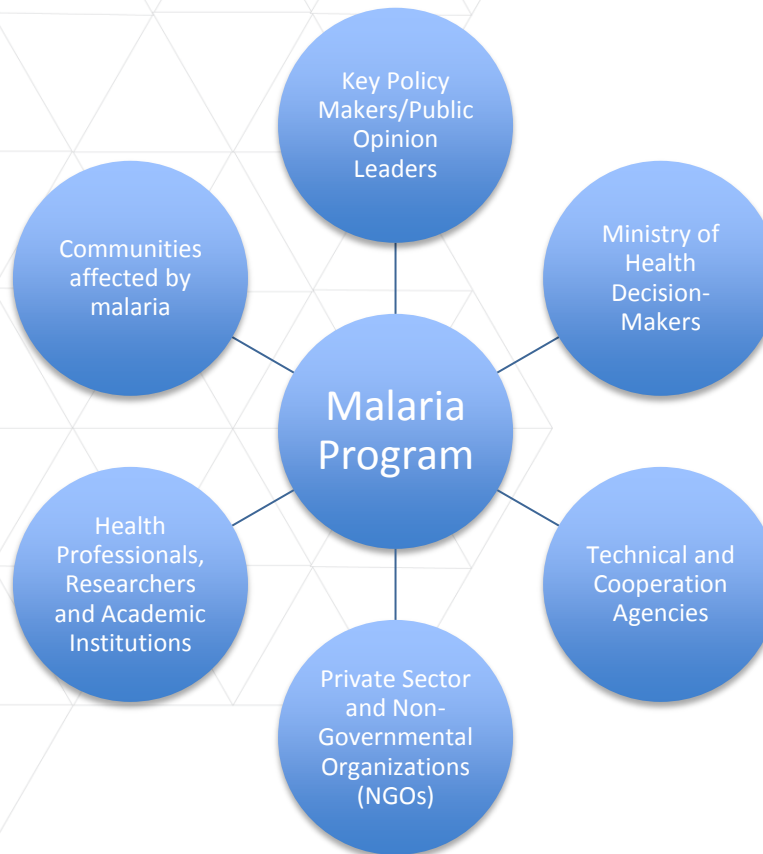


Photo: COMISCA



Central America Communication Strategy: Focus Areas

- ✓ National and International Coalition Building
- ✓ Health System
- ✓ Economic Impact of Malaria
- ✓ Regional Coordination and Partnerships
- ✓ Reaching Most At-Risk Populations



Resources that can be mobilized for communication

- Ministry's social communication or health promotion divisions
- Existing communication manuals and tools
- Local communication agencies
- Private sector partnerships (PPP)
- University
- Crowdsourcing! Incentivize the population to get involved in malaria communication

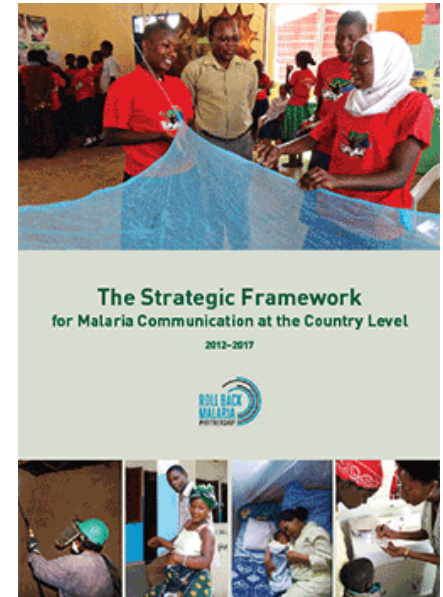


Photo: Roll Back Malaria Partnership



Final Considerations

- Communication should be considered during planning and implementation as an integrated and well-resourced technical area
- Strengthening malaria communication reduces vulnerability





Photo: SUDECC

**Thank you! Obrigado! Gracias!
Merci! Dank u!**

Visit the AMI website: www.usaidami.org

**Julie N. de Carvalho, MPH (jdecarvalho@linksmedia.net)
Ricardo Echalar, MPH (rechalar@linksmedia.net)**

